



smart people
smart solutions

Tailor-made digital experiences that
HELP YOU MAKE AN IMPACT

UX DESIGN FOR A DIGITAL WORLD



“ Working with DVT was an absolute pleasure, they provided us with skilled professionals to deliver the project on time. ”

Rohan van Dyk, Business Analyst
– SuperSport Online

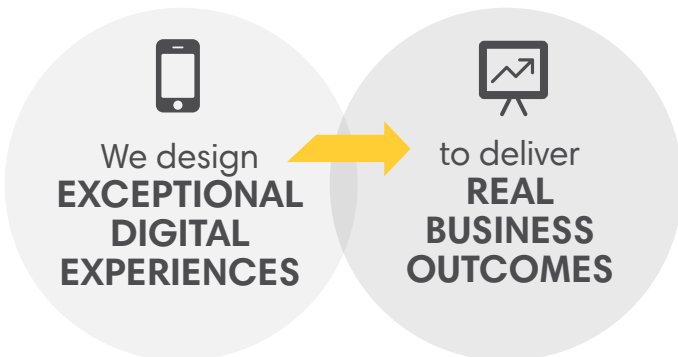
BENEFITS OF GOOD USER EXPERIENCE (UX)

RETURN ON INVESTMENT (ROI)

- ✓ Increase key conversions
- ✓ Improve churn, abandonment, referrals, shares etc.
- ✓ Improve usability, ease of use & simplicity
- ✓ Doing UX design early helps avoid mistakes
- ✓ Reduce customer & re-development costs

BRAND ENGAGEMENT

- ✓ Improve brand perception
- ✓ Provide the right content - at the right time
- ✓ Generate word-of-mouth marketing
- ✓ Ensure positive first time experience
- ✓ Give your business a competitive edge



Ronnie Cloete, Practice Head: DVT Digital Enablement

DID YOU KNOW? Most of the effort in the design process is non-visual

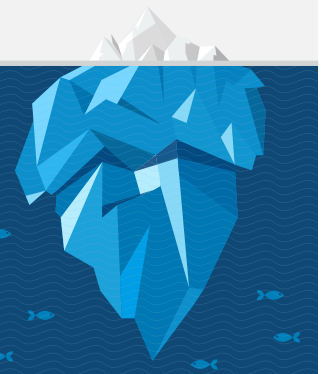
SURFACE
Visual design

SKELETON
Wireframes

STRUCTURE
Site map / Screen flow

SCOPE
Requirements / Content

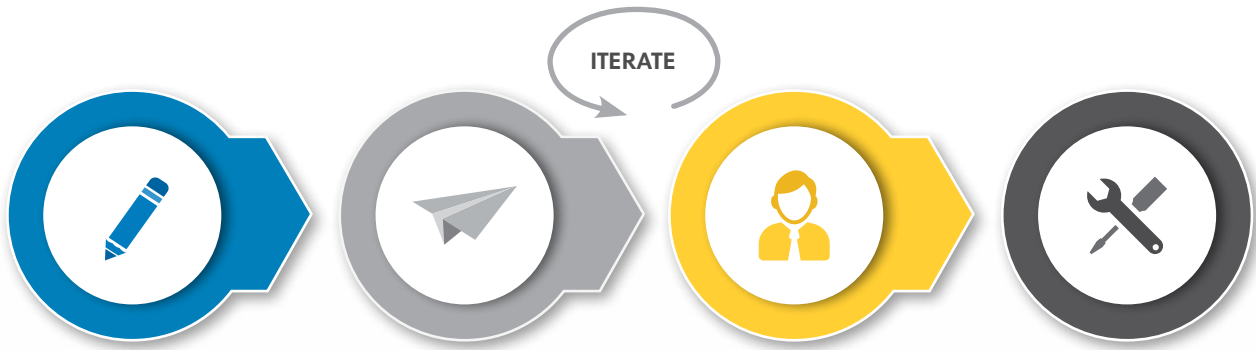
STRATEGY
Concept / User research



OUR CLIENTS



OUR APPROACH TO UX DESIGN



DEFINE

- User research
- Design sprints
- Stakeholder interviews
- Journey mapping

PROTOTYPE

- Sketches
- Wireframes
- Paper prototypes
- Interactive prototypes

TEST

- Field studies
- Usability labs
- Questionnaires
- Data analytics

IMPLEMENT

- Style guides
- Visual design
- Pattern libraries
- UI development

WHAT WE OFFER



UX REVIEW & ANALYSIS

Making use of heuristic methods, we offer expert reviews as a quick and cost effective way to identify key improvements. A great entry point into UX design for newcomers.



UX RESEARCH

Only by engaging the user will we discover what truly works. We undertake qualitative research, such as interviews and workplace observation, as well as quantitative methods (e.g. surveys).



UX DESIGN

Our consultants are ready to augment your existing team's skills. We can work with other designers or independently as part of an Agile delivery team.



VISUAL DESIGN

It needs to not only work great, it should also look great! The way the product is perceived aesthetically is an important factor influencing the overall experience.



RAPID PROTOTYPING

We employ industry-standard design tooling to whip up product concepts that are used to get early feedback from both stakeholders and customers.



USABILITY TESTING

Key insights are formed by putting the product into the hands of users in a lab environment or real world context.



UX TRAINING COURSES

Our UX experts are available to train your teams, targeting designers, developers or business executives in the principles and practices of great product design.

WHO WE ARE

The DVT UX Design practice is part of our core Digital Enablement team, focused on delivering high-impact, purpose-built web and mobility solutions for clients around the world.

Our diverse expertise across business centres in Johannesburg, Cape Town, Durban and London places us at the epicenter of digital transformation in Africa and Europe, and gives our local and global customers a gateway for world-class software design development, testing, deployment and management.

CONTACT US

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